

CLAIMS

What is claimed is:

1. A method for personalizing digital objects and content associated with a digital document, for users who belong to an aggregate community, comprising the steps of:

accessing categories that include a plurality of keywords associated with the categories;

associating a plurality of resources with the keywords, wherein the resources refer to digital objects;

recording user activity levels for keywords when the associated resources are accessed by the users who belong to the aggregate community;

prioritizing the user activity levels for keywords within the aggregate community; and

delivering digital objects to users based on the aggregate community's keywords that have high user activity levels.

2. A method as in claim 1, further comprising the step of weighting user activities associated with keywords, based on a time period that has passed since user activity occurred for users belonging to the aggregate community.

3. A method as in claim 1, further comprising the step of delivering digital objects to users based on an aggregated activity of a topic based user community to which users belong.

4. A method as in claim 1, wherein the step of recording resources accessed by the users, further comprises the step of recording the activity level of the resources accessed by users on an aggregate community basis.

5. A method as in claim 1, wherein the step of recording resources accessed by the users, further comprises the step of recording the resources accessed by users individually which are then aggregated to determine the resources accessed for the aggregate community.

6. A method as in claim 1, further comprising the step of allowing an unlimited number of users to join a community.

7. A method as in claim 1, further comprising the step of allowing a user to join an unlimited number of communities.

8. A method as in claim 1, further comprising the step of defining the aggregate community using pattern recognition.

9. A method as in claim 1, further comprising the step of defining the aggregate community by allowing users to define the aggregate community.

10. A method as in claim 1, further comprising the step of defining the user community by allowing content editors to define the aggregate community.

11. A method for personalizing digital objects and content associated with a digital document sent to a user who belongs to an aggregate community, comprising the steps of:

accessing categories that include a plurality of keywords connected to categories;

associating a plurality of resources with the keywords, wherein the resources refer to digital objects;

tracking an aggregate community's activities based on the resources accessed by the aggregate community; and

delivering digital objects to a user based the aggregate community's activities.

12. A method as in claim 11, further comprising the step of weighting activity associated with keywords based on a time period that has passed since user activity occurred for each user belonging to the aggregate community.

13. A method as in claim 11, further comprising the step of delivering digital objects to a user based on an aggregated activity of a topic based user community to which the user belongs.

14. A method as in claim 11, wherein the step of capturing an aggregate community's activities, further comprises the step of recording activity levels for the resources accessed by a plurality of users within the aggregate community.

15. A method as in claim 11, wherein the step of capturing an aggregate community's activities, further comprises the step of recording activity levels for the resources accessed by each of a plurality of users individually, which are then aggregated to determine the resources accessed for the aggregate community.

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16. A method for personalizing digital objects and content associated with electronic search results for users who belong to an aggregate community, comprising the steps of:

organizing a plurality of search contexts that maps at least one keyword to each search context;

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associating a plurality of resources with the at least one keyword;

recording the resources accessed by the users for a search context in relation to the aggregate community to which the users belong; and

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delivering search results to the users based on the aggregate community's activities for resources that were previously accessed.

17. A method as in claim 16, further comprising the step of weighting search results based on activity levels for search contexts associated with the aggregate community.

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18. A method as in claim 17, further comprising the step of ranking the search results based on the weighting received.

19. A method as in claim 16, further comprising the step of incrementing an activity count each time a user who belongs to an aggregate community uses the

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same search context and selects a resource displayed by the electronic search results.

20. A method for personalizing digital objects and news content associated with a digital document, for users who belong to an aggregate community, comprising the steps of:

accessing categories that include a plurality of keywords associated with the categories;

associating a plurality of resources with the keywords, wherein the resources refer to digital objects;

recording user activity levels for keywords when the associated resources are accessed by the users who belong to the aggregate community;

prioritizing the user activity levels for keywords within the aggregate community; and

delivering personalized digital objects containing news, to users based on the aggregate community's activities.

21. A method as in claim 20, wherein the step of delivering personalized digital objects containing news, further comprises the step of delivering digital objects containing news to users based on the aggregate community's keywords that have high user activity levels.

22. A method for delivering personalized digital objects and shopping items associated with electronic shopping to users who belong to an aggregate shopping community, comprising the steps of:

associating a user with an aggregate shopping community;

associating a plurality of resources with the digital objects and shopping items;

recording the resources accessed by the users in relation to the aggregate shopping community to which a user belongs; and

delivering a shopping promotion to users based on the aggregate shopping community's activities.

23. An article of manufacture, comprising:

a computer usable medium having computer readable program code means embodied therein for personalizing digital objects and content associated with a digital document sent to users across a network, the computer readable program code means in said article of manufacture comprising: computer readable program code means for accessing categories that include a plurality of keywords associated with the categories;

computer readable program code means for associating a plurality of resources with the keywords, wherein the resources refer to digital objects;

computer readable program code means for recording user activity levels for keywords when the associated resources are accessed by the users who belong to the aggregate community; and

computer readable program code means for prioritizing the user activity levels for keywords within the aggregate community; and

computer readable program code means for delivering digital objects to users based on the aggregate community's keywords that have high user activity levels.